

ROUs: 1110 / 1210 / 1310 / 1710

**Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet**

<u>Sales</u>		<u>Retail</u>	
1221		1222	
1222		1223	
1223	5	1223	
1224		1223	
1225		1223	
1226		RCM	
1229		PC	SC
1240	AE	MC	PA
1244	JM, DR	RSM	RBM

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RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 3, 1998

RJR Account #375878
P. Cox
McLANE-NORTHEAST

MAY: WINSTON .70¢ OFF 2-PACK PURCHASE / PROMOTION #800266

Dear Paul:

Winston .70¢ Off 2-Packs Special Offer Tear Tape product product has been ordered (see quantities listed below), as well as 1560 SKUs of Displays (item #541085) to McLane NE to pack and ship this promotion to your participating retail accounts.

PRODUCT PO #ER 3177-01; DISPLAYS PO #ER 3176-01

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
104	Winston FF Box	12300-25252
104	Winston Light Box	12300-25253

Product / Premium Arrival:

April 13, 1998

Ship Date to Retail:

Week of: May 4, 1998

Displays (Item #541085)

<u>SKU CUBE:</u>	1.7500
<u>SKU WT (w/o Product):</u>	3.7500 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

Billing per Sku: 4 Full Price Cartons

\$ Amount: **\$58,448.25**

PARTNERS 'BONUS' REPORTING DESCRIPTION 'WIN MAY .70/2 PK'

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McLane NE
#800266

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE
ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALE PACKING INSTRUCTIONS***

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,912.00 (104 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
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Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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RJ REYNOLDS

TOBACCO COMPANY

STATE STAMPING

McLANE-NORTHEAST

#375878

WINSTON .70¢ OFF 2-PK PURCHASE

NUMBER OF CARTONS TO STAMP BY STATE PRE-SLEEVED B2G1F PRODUCT												
WINSTON .70¢ (6M)	CT	DE	MA	MD	NH	NJ	NY	OH	Cuyahoga	PA	RI	VT
FF BOX	90	4	162	4	18	102	1188	70	70	1362	32	6
LT BOX	90	4	162	4	18	102	1188	70	70	1362	32	6

3/26/98
STAMPING.DOC

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

MAY: WINSTON .70¢ OFF 2-PACK PURCHASE / PROMOTION #800266

RETAIL DISTRIBUTION DATE: 5/4/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE														
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT	C	U	Y
A-PLUS/ SUNOCO	307	See List	384		2	35			2	9	102			230	4			
BP OIL	44	See List	85										85					
BRADFORD OIL	5	1	5						2									
COASTAL MART	36	See List	63							9					3			
COOKS CONVENIENT	6	See List	9										54					
COUNTRY FAIR	69	See List	275								9							
CONV EXPRESS	5	See List	11								8	32	235					
EXPRESS MART	41	See List	61								11							
HESS MART	55	See List	106								61							
HESS STATION	150	See List	177	1		3				5	91		10					
J MART	8	1	8							25	108		35	5				
KRAUSZERS	12	See List	33	33							8							
MANLEYS	11	See List	13								13							
MOBIL / ON THE RUN	80	See List	102	10		37			3		45			7				
QUICKWAY	29	See List	33								33							
7/11 - HANDEE MART	24	See List	66									3	35	28				
SUGAR CREEK	73	1	73								73							
SUNRISE FOODS	16	See List	17								17							
INDEPENDENTS & SMALL CHAINS	31	See List	33	1		6	2		2	3	15		4					
TOTALS	1002		1554	45	2	81	2	0	9	51	594	35	35	681	16	3		

(MC-ST268.XLS)3/26/98

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(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES) MI/ MD

cc: J. Piscitelli